Faculty of Social Sciences

SKPM20, Strategic Communication: Quantitative Methods, 7.5 credits

Strategisk kommunikation: Kvantitativa metoder, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2020-06-10 (STYR 2020/1092) and was last revised on 2025-10-28 by Board of the Department of Communication (STYR 2025/2552). The revised syllabus comes into effect 2025-10-28 and is valid from the spring semester 2026.

General information

The course is mandatory during the second semester within the Master of Science Programme in Strategic Communication. The course takes place in Helsingborg.

Language of instruction: English

Main field of study	*Specialisation*
Strategic Communication	A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall be able to

Knowledge and understanding

- demonstrate in-depth understanding of the relationship between different components of the research design process and quantitative methods,
- demonstrate a basic level of knowledge about statistical analysis, such as cross tabulation, multivate analysis, correlation, regression and factor analysis.

Competence and skills

- demonstrate a basic level of ability to choose between and use different types of statistical analysis, including:
  - the ability to use and present descriptive and inferential statistics appropriately,
  - the ability to distinguish between various data types and to select modes of analysis accordingly.

- demonstrate an ability to design a research project based on quantitative methods, including:
  - situating the research problem in terms of perspective, focus, level and scope,
  - grounding the research problem in theory and reality,
  - presenting a research proposition based on conceptually and logically sound inferences,
  - developing a conceptually sound model based on testable hypotheses,
  - designing and assessing a survey according to scientific standards, including developing, modifying or adopting scientifically sound scales,
  - conprehensively and transparently present a methodological account of sample logic, analytical strategy and other relevant aspects,
  - clearly stating contribution/implication of the study for science and for practice.

Judgement and approach

- the ability to critically consider threats to internal, statistical, external and construct validities,
- critically reflect on the link between research question(s) and research strategy, including reflections about how the research proposition relates to other plausible alternatives as well as to status quo,
- the ability to perspectivize reflections abouts the choosen research design into a wider epistemic context.

Course content

The aim of this module is to provide the students with the opportunity to aquire skills necessary to design and carry out an individual research project based on quantitative methods.

The course consists of three themes. The first theme focuses on research design. The students are introduced to research design based on quantitative methods. Initially, they are asked to reflect on what it means to do research in the social sciences and when quantitative methods are appropriate. The students are also introduced to tools to design and motivate quantitative study.

The second theme is survey methods. The students are introduced to surveys as a data source. Apart from technical issues such as sampling, question design and data collection, the theme focuses on the relation between research question, survey design and data analysis.

The third theme is data analysis. The students are introduced to different statistical methods such as cross tabulation, multivariate analysis, correlation, regression analysis and factor analysis, and learn how to conduct them with relevant data analysis software or platform.

Course design

Teaching includes lectures, workshops and seminars.

Assessment

The assessment will take the form of one individual written test of 4 credits and one individual oral exam of 2 credits. The oral exam is based on a written group assignment (research proposal). The group assigment gives 1,5 credit and needs to be passed before the oral exam takes place.

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent
The highest grade is A, and the lowest passing grade is E. The grade for a non-passing result is F for Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The group assignment is exempted from the grading scale above. The grade awarded for the group assignment is Pass or Fail. For the grade of Pass, the student must show acceptable results. For the grade of Fail, the student must have shown unacceptable results.

Grade on the whole course consists of a mean of the grades on graded examination (where A=5, B=4, C=3, D=2, E=1). To pass the course, the student must have received smallest E on all components assessed with the grading scale Fail, E-A and the grade Pass on all components assessed with the grading scale Pass - Fail.

At the start of the course students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

To be eligible for the course the student must be admitted to the Master of Science Programme in Strategic Communication, 120 credits.

Further information

The course can not be part of a degree with SKPM09 Strategic Communication: Quantitative methods, 7,5 credits or SKPM16 Strategic Communication: Quantitative metods, 7.5 credits.